



Executive Biography

Xavier Garcia

Vice President and General Manager, Large-Format Sign and Display Division, Printing and Personal Systems Group, Hewlett-Packard Company



As vice president and general manager of the Large-Format Sign and Display Division, Xavier Garcia holds worldwide responsibility for day-to-day operations within the HP Scitex and HP Latex business.

Previously, Garcia was the vice president and general manager of HP Scitex Industrial Presses. He has also served as the worldwide director of operations for HP Scitex Industrial Presses. In this position, Garcia played an integral role in helping the business reach significant milestones in all key metrics, working closely with customers and regional teams.

Since joining HP in 1993 as a product engineer at HP Barcelona, Garcia has held a variety of operations and research and development management positions within the HP Graphics Solutions Business. In 2006, Garcia was responsible for the creation of the Large Format Lab in Shanghai during a relocation period to China.

Garcia holds a master's degree in business administration from ESADE (Escuela Superior de Administración y Dirección de Empresas) Business School and a Bachelor of Science degree in Mechanical Engineering from Universitat Politècnica de Catalunya in Barcelona, Spain.